

## WEBINAR REGISTRATION EMAIL SEQUENCE

### Email One. Send immediately upon registration.

Email Subject Line: #FIRST\_NAME# - You Are Registered!

Hi #FIRST\_NAME#,

I am happy to confirm that you have successfully registered for my upcoming presentation webinar on *{insert name of webinar}*.

Ahead of the presentation, I wanted to provide you with a brief overview of what I will be covering so that you can have an insight into the subject matter that I have prepared for you.

Firstly, here is your registration information.

Link : #LINK#

Webinar title : #TITLE#

Webinar description : #DESCRIPTION#

Webinar hosted by : #PRESENTER#

Date : #DATE#

Time : #TIME#

Now, you may have seen some other presentations about *{insert topic}* but I'd like to assure you that this webinar is going to be significantly different.

This webinar has been created from my own experiences as well as the experiences of my clients who like you wanted to achieve *{insert outcome}*.

So I have drawn on those experiences and condensed the important points into a masterclass about how you can achieve *{insert desire}* even without \_\_\_\_\_ or \_\_\_\_\_.

So here is an overview of what I will be covering through the presentation.

*{Insert five main headlines}*

In this webinar you will learn how to achieve all of this. And once again I will be using live examples of clients just like you who have in a relatively short timeframe been able to experience \_\_\_\_\_.

Make sure that you use the links above and also add this webinar to your calendar so that you don't miss out.

And by the way, it would be helpful to bring a notepad and pen to take some notes.

I look forward to seeing you at #TIME# on #DATE#.

*Your name*

## **Email Two. Reminder: to be sent 24 hours before the Webinar.**

Email Subject Line: [IMPORTANT] The mortgage presentation that's changing people's lives forever.

Hi #FIRST\_NAME#,

Are you a person who is finding it challenging to achieve *{nominate greatest desire}*?

Have the thoughts of *{insert obstacle one}* or *{obstacle two}* or *{obstacle three}* kept you from resolving this situation in a way that was going to financially benefit you?

Well if that is the case, I have some good news.

Through the upcoming webinar I am going to show you how to solve each of those problems methodically so that you can attain the *{insert desire}* that I know you would like to attain.

This is a reminder for tomorrow's webinar.

Link : #LINK#

Webinar title : #TITLE#

Webinar description : #DESCRIPTION#

Webinar hosted by : #PRESENTER#

Date : #DATE#

Time : #TIME#

It's amazing just how many people have responded positively to this presentation.

They have come to learn that they can achieve their goals in a relatively short timeframe with the professional guidance provided in the webinar.

And so there is no doubt that if you want to achieve *{insert desire}* then this presentation is going to serve you well in attaining that outcome.

Make sure you don't miss this webinar presentation as I have reserved a seat for you.

Book the time into your diary or calendar right now for tomorrow.

And try to arrive five minutes early to ensure that you get your seat.

See you there!

*Insert your name.*

### **Email Three. To be sent 2 hours before the Webinar commences.**

Email Subject Line: [IMPORTANT] The webinar you are attending today.

Hi #FIRST\_NAME#,

We're all set for our webinar today at #TIME# on how to *{Insert Webinar title}*.

I wanted to give you a quick heads up about this presentation so that you can be prepared and know what is going to happen...

The presentation runs for *{insert time, eg XX minutes}* and is jammed pack with valuable information that is sure to improve your financial lot in life.

Now I am not going to present a whole lot of technical information that would otherwise bore you to tears, what I am going to take you through is the process of what you can do to arrive at your goal of *{insert desire}* in the shortest possible time and with the least amount of resistance.

I promise you it will be a great use of your time and you won't want to miss it.

Important. Make sure that you show up a few minutes early to ensure you don't miss the start of the presentation.

See you in just under 2 hours.

*Your name*

## Email Four. Send 15 minutes before the Webinar starts.

Email Subject Line: #FIRST\_NAME# - we are about to start. Are you ready?

Hi #FIRST\_NAME#,

My webinar presentation on how to *{insert title of webinar}* is about to start and I wanted to make sure you have the link to get in...

**Also try to join the webinar with your laptop or pc as the experience will be a lot better than that provided on a cell phone or tablet.**

We're going to start at #TIME# sharp, so make sure you're ready to get started on time...

I'm looking forward to showing you the best insights and strategies on how you can achieve *{insert desire}*.

*Your name*

## Email Five. Send 6 hours after the Webinar started.

Send to all registrants

Email Subject Line: #FIRST\_NAME#, here is my webinar "Encore" presentation.

Hi #FIRST\_NAME#,

Thanks for registering for my webinar about how *{insert desire/title}*.

I have received requests by people who attended the presentation and even some who missed it (because the value of the content) if they could watch a replay of the presentation.

So in anticipation, I have sent everyone an opportunity to attend the webinar again on demand.

Here are the details to join the "encore" of the training.

The link will only stay live for the next few days - so jump in.

Here are the details:

Link : #REPLAY#

Webinar title : #TITLE#

Webinar description : #DESCRIPTION#

Webinar hosted by : #PRESENTER#

Date : #DATE#

Time : #TIME#

Enjoy the encore...

*Your name*